

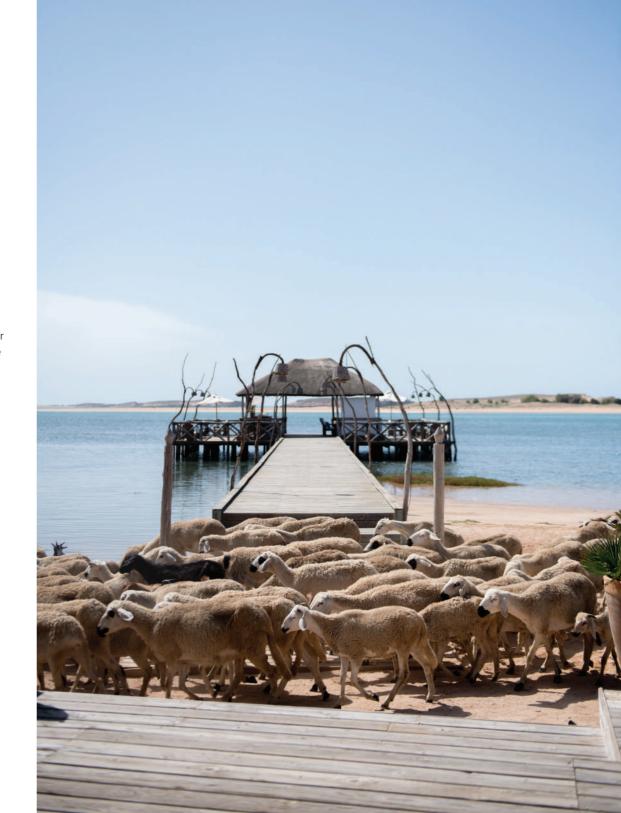


For future generations, our duty is to protect, preserve and restore our culture, our nature reserve in Oualidia, and to be custodians of the areas in which we are located. With your help and our actions behind the scenes, each stay can help drive positive changes towards the conservation of Morocco's natural environment and cultural heritage.

Our values δ Commitments

We have gathered our Conservation & Sustainability philosophy below for our guests, who like us are concerned by the future of our planet. Our programme is based on the following environmental and cultural principles:

- Reduction of waste and optimization of natural resources
- Compliance with environmental regulations and following of best practices in the field
- Consideration of environmental impacts in decision making
- Regular revision of objectives $\boldsymbol{\delta}$ performance
- Consideration for guests' environmental concerns
- Sharing environmental concerns with business partners in order to offer sustainable activities through concierge services
- To showcase Morocco's unique natural and cultural heritage















Terroir Cuisine

La Sultana's Terroir Cuisine philosophy is the belief that the flavours and ingredients are direct results of the climate, geography and farming practices native to Morocco, and thus express a sense of place. Honouring this philosophy, local and seasonal ingredients are sourced from a small network of Slow Food producers, including saffron from Taliouine, salt from Zerradoun, cumin from Alnif and Argan oil from Tensift-El Haouz, whilst fish and meat options are also carefully sourced from local-ethical producers.

To bring the best quality to our guests, we handpick the best local suppliers in the field and select organic products whenever possible to encourage sustainable agricultural practices. We have achieved a breakfast selection at least 50% "organic" (coffee included).



Locally sourced, Made in Morocco

Morocco is our home and we constantly make sure that our restaurants serve only local produce, the hotel boutiques stock products from local artisans and our Spas use locally made products, to be true to ourselves and provide a strong sense of place for our guests. Our position on responsible purchasing practices is to ban imported goods (except specific cosmetics and spirits) and to commit to using re-usable, compostable, or environmentally friendly products throughout our properties.

In order to promote Moroccan creativity δ design, in the hotel boutiques we display only local and hand-made goods. We also have a display of handmade items supplied by our charities: all the proceeds go towards supporting their actions.





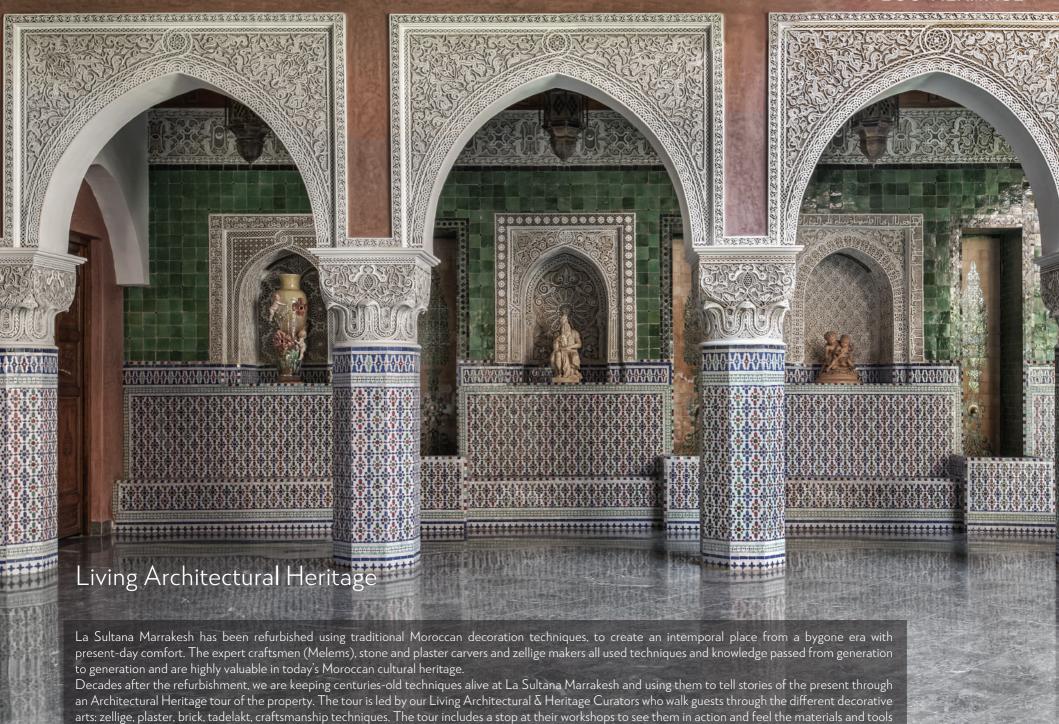
ECO-THINKING







ECO-HERITAGE



they use. In so doing, we keep traditions alive for future generations and nourish real eagerness to understand these local traditions.

In the ancient UNESCO-listed habitat of Marrakesh

La Sultana Marrakesh is located in the heart of the UNESCO-listed Medina and the souks of Marrakesh. The Medina is really what makes the Red City worth visiting and the restoration project of La Sultana Marrakesh was designed to preserve and promote the city's unique architecture. The neighbourhood is very authentic with ancient houses and little shops shaped by time. This is actually one of the reasons why the Medina was listed as part of UNESCO's World Heritage as it is "an ancient habitat and represents an outstanding example of a living historic town with its tangle of lanes, its houses, souks". Another reason is the decisive role the Medina of Marrakesh has played in medieval urban development, as an urban model for other Moroccan cities like Fès.

Through excursions like our "Urban Safari" and daily maintenance of properties in the vicinity, we help to maintain a strong cultural local area for future generations.





Moroccan culinary art

Morocco is one of those countries where the food you eat will be part of your journey and will stay with you as a vivid memory. Through promoting our local cuisine we give guests the opportunity to bring the basics of Moroccan cuisine home through cooking classes. Guests can learn how to prepare a tagine, traditional Moroccan bread and local pastries.

All our cooking classes start with the mint tea ritual and the possibility to go to the souk to source local ingredients before the course starts. Guests can enjoy their creation at La Table du Souk for Lunch (morning Tagine class – duration 2 hours) or enjoy some Moroccan pastries on the rooftop lounge (specific topic afternoon cooking class – duration 1 hour).

Beach Clean Up

Location: Lagoon & Atlantic Ocean coastline, Oualidia Morocco

What is the environmental assessement?

Plastic pollution is a growing threat for birds and marine species of the natural reserve.

How do we help?

Every day we clean-up the beach near La Sultana Oualidia and every Thursday with the help of the local boatmen and local community we help bring any litter to the shore. Twice a year, every member of the La Sultana Oualidia team takes part in a 'Lagoon Clean Up Day' in order to have a more significant impact on reducing the litter in the lagoon.

To help raise awareness of the lagoon's important ecosystem, La Sultana Oualidia hosts its 'Lagoon Clean Up Day' on World Wetland

Day, which celebrates the Convention on Wetlands date of inauguration - 2 February 1971.

Thanks to all our daily guests' excursions in the nature reserve we closely monitor the health of the ecosystem and never leave without a

bag to pick up any discarded rubbish we encounter during the excursion.

How can you participate?

The team invites volunteers to partake and will be delighted to provide a bag for them to put any discarded rubbish inside. Once finished, the bag can be returned to La Sultana Qualidia's concierge who will ensure it is recycled or disposed of appropriately. Volunteers are then invited to enjoy a cup of Moroccan Mint tea as a thank-you for helping to keep Qualidia clean.



Save the Birds of the World in Oualidia

Location: Lagoon & Salt marsh, Oualidia Morocco

What is the environmental assessment?

Oualidia's lagoon is an exceptional site of ecological importance for bird conservation that extends over 12 km. Protected by the RAMSAR Convention on Wetlands of International Importance, the lagoon is a stopover haven for most water bird species that migrate the east-Atlantic route between Spain and sub-Saharan Africa in Spring and Autumn. Rare bird species including pink flamingos, grey herons, great cormorants, storks and spatulas visit the lagoon during these seasons.

How do we help?

In addition to the regular Beach Clean-up actions, our "Bird Safari" excursion is specifically designed to raise awareness among our valued guests and staff to show the value of the nature reserve's species and invite everyone to protect them.

The Bird Infirmary is where we take care of any injured birds we may see with the help of a local vet.

How can you participate?

Our team will be pleased to introduce you to the different bird species and the ecosystem of the lagoon during a Bird Watching Safari.













La Sultana Marrakech features a Riad architecture with patios, thick brick walls and fountains keeping naturally some fresh air inside the house and minimizing the need for air-conditioning.

























Empowering Women

Overall 40% of the management at La Sultana Hotels is made up of women and we count a total of 37% of our employees as women. As a company we make sure to provide equal opportunity for everyone.





















Our Communities

Each Stay at La Sultana Marrakesh & La Sultana Oualidia drives positive change for natural and cultural conservation in Morocco through our commitments to select local charities. As a company we provide regular financial contributions and promote the actions of national charities, Les Enfants de Dar Bouidar, to our guests and business partners. From 2022, we pledge to allocate 50% of our carbon emissions costs to earth-friendly projects and charities. Our financial contribution fosters activities that have positive impacts for Moroccan people and communities.

Our Actions

Each stay at La Sultana Marrakesh & La Sultana Oualidia drives positive change for natural and cultural conservation in Morocco through company actions and contribution to select local charities.

Dar Bouidar: Orphan project

Location: Marrakesh, Atlas Mountains

What is it?

The Charity "Les Enfants de Dar Bouidar" created by Hansjörg Huber supports over 100 abandoned children to provide them with a new home, health check-up and an education. www.atlas-kinder.org/

How do we help?

As a company we provide a maintenance δ financial contributions and also the team of La Sultana Marrakech gives some of its time to set up enjoyable picnic lunches with the children.

How can you participate?

A gift box is displayed at the Front Desk and donations are given to the charity on your behalf.



Our aim is to reduce the environmental footprint of operations by conserving resources and adopting the best practices within luxury.

On a daily basis, social responsibility is considered in decision making and discussed by members of the Conservation δ Sustainability committee. A gathering of staff from hotel operation, food δ beverage, management and purchase departments.

Each year, we perform a carbon footprint calculation which takes into account energy and buildings to benchmark against data from the rest of the industry and find new ways of reducing our carbon footprint.



Water table production

La Sultana is proud to have invested to implement a water production unit for still δ sparkling water. Our project was to develop the hotels to accommodate our own bottling unit for still and sparkling drinking water (in glass bottles). By establishing on-site filtration and bottling facilities, each property eliminates the transportation impacts and use of plastic water bottles. Ecological gains are tremendous, avoiding plastic and transportation of glass bottles from suppliers while o¬ffering the best quality at all times.



Waste management

In each property, waste is recorded, sorted and recycled (compost, oil, glass, paper, batteries, plastic).

Adopting best waste practices in the daily activities include:

- Supply of 100% recycled paper
- Printing reduction measures
- Eco label toilet paper
- \bullet Utilization of non-toxic δ biodegradable cleaning products certified "Eco label"
- Recycling of oils with professional company Kilimandjaro ENVIRONNEMENT
- Battery disposal containers
- Recycling of ink cartridges
- Providing bakery waste to a local farm in exchange for natural fertilizer

Our main focus now is to reduce waste, so we replaced plastic straws by stainless steel straws in 2018 and invested to produce and bottle our own drinking water (in glass bottles) on site. Plans are now to eliminate the rest and we encourage our guests to join in too. Our goal is to eliminate unnecessary plastic packaging, to move from single-use to re-use models or to $100\,\%$ recyclable, sustainable and ecologic materials.





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